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The Fifth Estate

Broadcasting ⚡ Aug 20



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V C R'S

Broadcasting **Aug 20**

Special report on VCR's Coverage from CTAM in New York Networks gear for Republican convention

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in New York draws over 1,200. Seminar delved into keeping the customer satisfied, segmenting the market, using marketing tools and identifying critical success factors. Charles Dolan wins top award. **PAGE 53.**

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Programming

Daytime programming service in the works

LBS and Tribune's Inday is designed to help indies compete with networks

LBS Communications and Tribune Broadcasting, determined to become a force in daytime programming, have joined forces to supply independent television stations with 52 weeks of first-run programming by producing a daily two-hour block designed to compete against the soap operas on the major networks. Called Inday, the new service is scheduled to premiere in the fall of 1985 with first-year production costs expected to exceed \$25 million.

LBS first indicated it was working on a plan to distribute a two-hour block of daytime programming to an ad-hoc network of mostly independent stations last month (BROADCASTING, July 16). According to

LBS Chairman Henry Siegel at the time, the two-hour block would consist of half-hour segments of a news magazine, possibly a game show and other reality-based comedy, but all designed as counterprogramming against the networks. James Dowdle, president of Tribune Broadcasting, did not rule out that one of the Inday half-hours might tie in or draw upon the resources of the Independent Network News, the syndicated independent news service produced at Tribune's WPIX(TV) New York, which has an early afternoon feed picked up by about 65 stations.

According to Dowdle, the service would be fed to stations between 11 a.m. and 2 p.m. NYT on a Monday-through-Friday basis. Tribune, he said, "might be involved in the production" of the programs, but has

made no commitments yet. But Tribune will be an equity partner in the project, sharing in the national advertising revenues that are expected to be generated from the ad hoc network. Tribune will also carry the service on its five owned television stations. Dowdle said that the network would need between 60% and 70% coverage before it could achieve a firm go. Stations will get half of the available advertising time to sell themselves. The other half would go to national advertisers which Tribune is responsible for securing. And like network affiliates, independent stations will also be compensated for carrying Inday.

The parties declined to go beyond generalities when discussing the kind of programming that would be developed, with Dowdle preferring instead to explain that it was "still

Olympics give ABC 7 of top 10

ABC dominated the prime time ratings for the second consecutive week as ABC's broadcast of Sunday's (Aug. 12) closing ceremonies of the Olympics yielded an average 28.9 rating and 53 share in Nielsen's National Television Index, making it the highest rated event of the 16-day-long games. ABC estimated that 97 million people watched the final live broadcast.

For the week ended Aug. 12, ABC averaged a 24.9/44.9 in prime time, while NBC placed second with an average 9.6/16.9 and CBS third with an 8.9/15.8.

ABC estimated that for the 16 days and 180 hours of the Olympics at least 180 million people watched "some" of the coverage—"some" in these instances being defined as units no smaller than five minutes. The entire 16 nights of coverage (7 p.m.-midnight) averaged a 23.5/45. The closest comparison that can be made to the 1976 Montreal summer Olympics is to take the 8-11 p.m., Monday-Sunday averages of the Los Angeles games and compare them to the 49.5 hours of prime time programming that were broadcast during the Montreal games, which often began and ended at odd hours. In this case, the Los Angeles games averaged a 25/45 in prime time compared to a 24.8/48 for the summer games eight years earlier. (Also, one rating point today is worth 838,000 households compared to 696,000 house-

holds in 1976.)

Advertising agency media buyers polled last week said they were more than satisfied with ABC's prime time ratings performance, and make-goods would not be an issue. There was less agreement, however, on whether ABC's heavy promotional campaign during the Olympics for its new fall season would give it a lead over the competition.

ABC also tried to keep the ratings momentum up by scheduling a two-hour premiere for *Call To Glory* between 8 and 10 p.m. NYT on Monday (Aug. 13). In Nielsen's national ratings, *Call To Glory* averaged a 24.8/44, building gradually from an average 21.4/41 for its first half-hour before peaking at an average 27.1/45 for its final half-hour, according to ABC. During the period, CBS averaged a 9.7/17 and NBC a 9.5/17.

Seven out of the top 10 programs for the week were ABC's prime time Olympic coverage, followed by *A-Team* (NBC, 13/23), *Cagney & Lacey* (CBS, 12.4/21) and *Riptide* (NBC, 12.3/20). ABC also led in early evening news, even though 33 affiliates representing 7.5% coverage were blacking it out in favor of running their own programming. ABC's *World News Tonight*—out of its normal time period in 63 markets—averaged a 24.9/44.9, compared to a 9.6/16.9 for NBC's *Nightly News* and an 8.9/15.8 for the *CBS Evening News*.

Rank □ Show □ Network □ Rating/Share

1.	Olympics (Sunday)	ABC	28.9/53
2.	Olympics (Monday)	ABC	26.9/46
3.	Olympics (Wednesday)	ABC	24.5/44
4.	Olympics (Thursday)	ABC	23.8/44
5.	Olympics (Tuesday)	ABC	23.2/41
6.	Olympics (Saturday)	ABC	22.7/46
7.	Olympics (Friday)	ABC	21.9/43
8.	A-Team	NBC	13.0/23
9.	Cagney & Lacey	CBS	12.4/21
10.	Riptide	NBC	12.3/20
11.	Facts of Life	NBC	12.1/21
12.	Remington Steele	NBC	11.6/19
13.	Jennifer Slept Here	NBC	11.5/21
14.	Simon & Simon	CBS	11.4/20
15.	Double Trouble	NBC	11.1/21
16.	Bare Essence, Part 2	CBS	11.1/19
17.	TLC	NBC	10.9/18
18.	60 Minutes	CBS	10.8/21
19.	Bare Essence, Part 1	CBS	10.5/17

Rank □ Show □ Network □ Rating/Share

20.	One Day At A Time (Monday)	CBS	10.5/17
21.	Family Ties	NBC	10.1/18
22.	Trapper John, M.D.	CBS	10.1/16
23.	Cheers	NBC	10.0/17
24.	Night Court	NBC	10.0/17
25.	Newhart	CBS	10.0/16
26.	For Love and Honor	NBC	9.8/18
27.	Sourcerer & Mrs. King	CBS	9.7/17
28.	Hill Street Blues	NBC	9.7/17
29.	Little Darlings	NBC	9.6/16
30.	Gimme A Break	NBC	9.3/18
31.	On the Right Track	NBC	9.3/16
32.	St. Elsewhere	NBC	9.2/16
33.	Silver Spoons	NBC	9.1/18
34.	Magnum, P.I.	CBS	9.1/17
35.	Candid Camera Special	NBC	9.1/15
36.	Different Strokes	NBC	9.0/18
37.	Bosom Buddies	NBC	9.0/17
38.	Jeffersons	CBS	8.0/16

Rank □ Show □ Network □ Rating/Share

39.	Knots Landing	CBS	8.9/16
40.	Mama's Family	NBC	8.8/17
41.	Knight Rider	NBC	8.8/16
42.	Allye	CBS	8.7/14
43.	Boone	NBC	8.3/16
44.	Dallas	CBS	7.9/14
45.	One Day At A Time (Sunday)	CBS	7.5/14
46.	Dukes of Hazzard	CBS	7.3/16
47.	Crossroads	CBS	7.3/14
48.	AfterMASH	CBS	7.3/13
49.	Master	NBC	7.1/16
50.	Goodnight, Beantown	CBS	7.1/12
51.	Falcon Crest	CBS	6.7/12
52.	Avantarde Express	CBS	6.1/12
53.	Watership Down, Part 2	CBS	4.0/6
54.	Summer Sunday USA	NBC	3.2/6

*Indicates premiere episode

Thomas J. Wiens, who also owns KWDE(AM) Grand Junction, Colo., and KSTR(FM) Montrose, Colo., which were recently sold ("For the Record," Feb. 14, 1983). Buyer is owned by James W. Stuart, who also has interests in KFOR(AM)-KFRX(FM) Lincoln, KRGJ-AM-FM Grand Island, both Nebraska, KSAL(AM)-KYEZ (FM) Salina, Kan.; KWTO-AM-FM Springfield, Mo., and KOEL-AM-FM Oelwein, Iowa. Filed Aug. 6.

Actions

■ **WZEW(FM)** Fairhope, Ala. (92.1 mhz; 3 kw; HAAT: 288 ft.)—Granted assignment of license from Shores Broadcasting Co. to All-American Media Inc. for \$675,000, comprising \$100,000 cash and remainder note. Seller is owned by D. Kent Anderson (31.4%), Robert L. Clarke (31.4%), Richard E. Oppenheimer (31.56%) and William G. McKay (5.5%). Anderson, Clarke and Oppenheimer also own (in slightly different percentages) four AM's, seven FM's, and one TV. McKay is former sales manager of KHFI-FM Austin, Tex. Puyer is owned by Sherry Sanders (70%) and Don Keith (30%). Sanders is app. for new FM in Russellville, Ark. Her husband, Mack Sanders, is owner of four AM's and two FM's. Keith is national operations director for Sanders' stations. Action Aug. 2.

■ **WXCW-FM** Homosassa Springs, Fla. (95.3 mhz; 3 kw; HAAT: 250 ft.)—Granted transfer of control from Westwind Broadcasting Inc. to WXCW Broadcasting Co. for \$573,000, comprising \$36,000 cash and remainder note. Sellers are Howard H. Weston, and his wife, Patricia, Thad Lowery and Mathew Johns. Buyer is owned by Steve Manuel, and his wife, Barbara, Bruce Snow, and his wife, Cynthia, and James H. Kimbrough. Manuel and Weston also own WJWB(AM) Brooksville, Fla. Kimbrough is Brooksville bank executive. Lowery and Johns have no other broadcast interests. Action Aug. 2.

■ **WSCT(TV)** Melbourne, Fla. (ch. 56; ERP vis. 1,194, aur. 238.8; HAAT: 1,003 ft.; ant. height above ground: 1,000 ft.)—Dismissed app. for assignment of license from Broadcast Production & Management to SFN Companies Inc. for \$94,000 cash. Seller is owned by Don S. Sandquist, pres. Buyer purchased Western Broadcasting Co. (see "For the Record," July 28, 1980), owner of WAPA-TV San Juan, P.R.; WJBF(TV) Augusta, Ga.; WTVM(TV) Columbus, Ga.; KCAP(AM)-FM Helena, Mont.; KGVO(AM) Missoula, Mont., and WBC was liquidated. It also owns WFTV(TV) Orlando. SFN Companies Inc. is publicly held corporation headed by John R. Purcell, chairman. Station is unbuilt CP. Action July 30.

■ **WDGS(AM)** New Albany, Ind. (1290 khz; 500 w-D)—Granted assignment of license from Joselyn Broadcasting Co. to Dale's Broadcasting Corp. for \$385,000, comprising \$17,250 cash and remainder note. Seller is owned principally by Michael A. Benages, who also owns WMPP(AM) Chicago Heights, Ill.; KKKX(AM) Galveston, Tex. and has applications for new FM's in Liberty City, Fla., and Chicago. Buyer is owned by Archie L. Dale (60%) and Eddie James (40%). Dale was salesman at WOVS(AM) New Albany. James is pastor of Second Baptist Church of Charleston, Ind., and was also announcer at WOVS. Neither has other broadcast interests. Action July 31.

■ **WLOB(AM)** Portland, Me. (1310 khz; 5 kw-U)—Granted assignment of license from Portland Radio Inc. to Pilgrim Broadcasting Inc. for \$203,000 cash. Seller is owned by Peter W. Kuyper, who has no other broadcast interests. Buyer is owned by Ken Carberry (Ken Carter), who also owns WROL(AM) Boston and WACE(AM) Chicopee, Mass., and LPTV's in Twenty-nine Palms, Calif., and Key West, Fla. He is also app. for new FM in Northampton, Mass., and 83 new LPTV's. Action July 31.

■ **WXYZ(AM)** Detroit (1240 khz; 5 kw-U)—Granted assignment of license from ABC Inc. to Fritz Broadcasting for \$3 million ("Closed Circuit," April 30). Seller, one of three national radio-television network owners, owns six FM's and five AM's in addition to WXYZ. Buyer is newly formed corporation, owned by Charles Fritz (49%), vice president and general manager of WXYZ, and Jack Fritz (49%), president of John Blair & Co., publicly traded station representative and owner of four AM's, four FM's and four TV's, and William Saxton (2%), managing partner in Detroit-based law firm of Butzel, Long, Gust, Klein, & Vanzile. Action July 31.

■ **WLOE(AM)**-WRSQ-FM Eden, N.C. (1490 khz; 1 kw-D; 250 w-N; FM: 94.5 mhz; 27 kw; HAAT: 96 ft.)—Dismissed app. for assignment of license from Carolina-Virginia Broadcasting Co. to Joyner Radio Corp. for \$1 million cash. Seller is owned by Mary Ann S. Bohi, who has no other broadcast interests. Buyer is owned by Dale Wood, who has no other broadcast interests, and by A. Thomas Joyner, David Weil and Gregg P. Skall. Action July 31.

■ **KAFF-AM-FM** Sante Fe, N.M. (AM: 810 khz; 5 kw-D; FM: 97.2 mhz; 28 kw; HAAT: 80 ft.)—Granted assignment of license from Enchanted Land Broadcasting Inc. to New Mexico Broadcasting Co. for \$950,000. Seller is owned by

Dale Wood, who has no other broadcast interests. Buyer is owned by A. Thomas Joyner, David Weil and Gregg P. Skall. Action July 31.

■ **WJLY(AM)** Braddock, Pa. (1550 khz, 1 kw-D)—Granted assignment of license from Bennis Communications to Unity Broadcasting Corp. for \$340,000, comprising \$315,000 cash and \$25,000 note. Seller is owned by Robert O. Copeland (25%), William E. Bennis (10%), and his sons, Robert A. Bennis (22%) and Michael J. Bennis (43%). The Bennis also own WHYW-FM Braddock, Pa.; WFLI(AM) Lookout Mountain and WTTT(FM) Red Bank, both Tennessee. Robert and Michael also have interests WMYK(FM) Elizabeth, N.J., and WZAM(AM) Norfolk, Va. Buyer is owned by Dr. J. Van Alfred Winsett, Alfred L. Pugh, Eugene Thorne and Dwayne A. Darkins (25% each). They are Pittsburgh clergymen with no other broadcast interests. Action July 31.

■ **KWCS(FM)** Bridgeport, Tex. (96.7 mhz; 3 kw; HAAT: 208 ft.)—Granted assignment of license from Bridgeport Broadcasting Co. to Wise County Broadcasting Inc. for \$460,000, comprising \$175,000 down, \$213,000 note, and \$72,000 noncompete agreement. Seller is owned by Bert F. Dimock and his brother, Dan, who have no other broadcast interests. Buyer is owned by John C. Ellzey (45%), his wife, Sharon (45%), and Johnny C. Moore (10%). They also own KEYE-AM-FM Perryton, Tex., where John is general manager. He will also become GM of KWCS. Action Aug. 2.

■ **KGVL-AM-FM** Greenville, Tex. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 93.5 mhz, 3 kw; HAAT: 300 ft.)—Granted transfer of control of M&M Broadcasting to First Greenville, Corp. for \$1,200,000, comprising \$652,000 cash, remainder note. Seller is owned by Edwin McMackin (40%); his son Waymon E. McMackin (40%), and John Ryman (20%). They purchased station in 1982 for \$714,000. They have no other broadcast interests. Buyer is equally owned by Urban J. Endres and R.W. Andrews. Andrews has auto dealership in Rockwall, Tex. Endres is Muenster, Tex., investor. Neither has other broadcast interests. Action July 31.

■ **KENE(AM)** Tappanish, Wash. (1490 khz; 1 kw-D, 250 w-N)—Granted transfer of control of Radio Broadcasters Inc. from Roger Turnbaugh and his wife, Beatrice (100% before; none after) to Michael Martonick and his brother, Steven, and Thomas Hodgins (none before; 100% after) for \$650,000, comprising \$50,000 cash and remainder note. Sellers have app. for new FM in Cheney, Wash. Buyer is owned by Dr. Michael Martonick (60%), Steve Martonick (20%) and Thomas Hodgins (20%). Hodgins petitioned FCC for new FM in Walla Walla, Wash. Michael Martonick is Walla Walla, Wash., physician. Steve is specialty events promoter in Walla Walla. They have no other broadcast interests. Action July 31.

Summary of broadcasting as of June 30, 1984

Service	On Air	CP's	Total*
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	196	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

New Stations

FM's

■ **Pueblo, Colo.**—Family Stations Inc. seeks 90.7 mhz; 3 kw; HAAT: 225 ft. Principal is nonprofit corporation headed by Harold Camping, president, Scott L. Smith and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app.'s for four new AM's. Filed Aug. 9.

■ **Idaho Falls, Idaho**—Idaho Educational Broadcasting Foundation seeks 91.1 mhz; 720 kw; HAAT: 455 ft. Address: P.O. Box 384, Lewiston, Idaho 83501. Principal is nonprofit corporation headed by Richard C. Moore, minister. It also has app.'s for new FM's in Twin Falls, Pocatello and Payette, all Idaho. Filed Aug. 9.

■ **Bowling Green, Ky.**—Kentucky Educational Broadcasting Foundation seeks 90.5 mhz; 653 kw; HAAT: 337 ft. Address: P.O. Box 386, Campbellsville, Ky. 42718. Principal is nonprofit corporation headed by B.C. Gillispie, minister. It also has app.'s for new FM's in Paducah and Campbellsville, both Kentucky (see below). Filed Aug. 9.

■ **Paducah, Ky.**—Kentucky Educational Broadcasting Foundation seeks 90.5 mhz; 653 kw; HAAT: 337 ft. Address: P.O. Box 386, Campbellsville, Ky. 42718. Principal is nonprofit corporation headed by B.C. Gillispie, minister. It also has app.'s for new FM's in Bowling Green and Campbellsville, both Kentucky (see above). Filed Aug. 9.

■ **Bozeman, Mont.**—Montana Educational Broadcasting Foundation seeks 91.1 mhz; .69 kw; HAAT: 584 ft. Address: 5326 East Side Highway, Florence, Mont. 59833. Principal is nonprofit corporation headed by Will Zeiler, building contractor. It also has app.'s for new FM's in Missoula and Great Falls, both Montana. Filed Aug. 9.

■ **Coos Bay, Ore.**—Patricia Ann Silvey Educational Broadcasting Foundation seeks 89.3 mhz; 694 kw; HAAT: 438 ft. Address: 3732 Zion Pl., Santa Maria, Calif. 93455. Principal is nonprofit corporation headed by James O. Holder, pastor. It also has app.'s for new FM's in Astoria, Newport, Grants Pass and Eugene, all Oregon. (see below). Filed Aug. 9.

■ **Grants Pass, Ore.**—Patricia Ann Silvey Educational Broadcasting Foundation seeks 91.3 mhz; 694 kw; HAAT: 958 ft. Address: 3732 Zion Pl., Santa Maria, Calif. 93455. Principal is nonprofit corporation headed by James O. Holder, pastor. It also has app.'s for new FM's in Astoria, Newport, Coos Bay and Eugene, all Oregon. (see above and below). Filed Aug. 9.

■ **Newport, Ore.**—Patricia Ann Silvey Educational Broadcasting Foundation seeks 90.9 mhz; 127 kw; HAAT: 818 ft. Address: 3732 Zion Pl., Santa Maria, Calif. 93455. Principal is nonprofit corporation headed by James O. Holder, pastor. It also has app.'s for new FM's in Astoria, Grants Pass, Coos Bay and Eugene, all Oregon. (see above). Filed Aug. 9.

■ **Galveston, Tex.**—Kimberly S. Harrison seeks 104.9 mhz; 3 kw; HAAT: 300 ft. Address: Box 1250, Sapulpa, Okla. 74067. Principal is station manager of KXOJ-AM-FM Sapulpa, Okla., which is owned by her father, Michael P. Stephens. Filed Aug. 8.

■ **Culpepper, Va.**—Alpha Educational Broadcasting Foundation seeks 89.9 mhz; .675 kw; HAAT: 999 ft. Address: 9546 Shore Dr., Norfolk, Va. 23518. Principal is nonprofit corporation headed by Charles W. Offutt, and his wife, Phyllis. They also have app.'s for new FM's in Culpepper, Richmond, Franklin, Tappahannock, Winchester and Fredericksburg, all Virginia. Filed Aug. 9.

■ **Strasburg, Va.**—Frank R. Kulisky seeks 104.9 mhz; 3 kw; HAAT: 319 ft. Address: 88181 U.S. Hwy 1, Unit F-3, Islamorada, Fla. 33036. Principal is owner of WPLC (FM) Marathon, Fla., and 49% WFKZ(FM) Plantation Key, Fla. Filed Aug. 7.

■ **Casper, Wyo.**—Heritage Educational Broadcasting Foundation seeks 90.3 mhz; .678 ft.; HAAT: 1,676 ft. Address: 910 East Third St., Gillette, Wyo. 82716. Principal is nonprofit corporation headed by Kelly F. Mader, and his wife, Nancy. It also has app.'s for new FM's in Laramie, Gillette, Buffalo and Rock Springs, all Wyoming. Filed Aug. 9.

Actions

AM's

■ **Granby, Colo.**—Granted app. of High Country Radio for 930 khz; 500 w-D. Address: P.O. Box 206, Hayden, Colo. 81639. Principal is owned by Robert D. Zellmer, and his